



A passionate embroidery designer with 8+ years in the fashion industry. Experienced with designing both for manufacturing as well as hand-embroidering, her love for history, cultures and craft give her a wealth of knowledge to create and be inspired from.

always work hard, be sincere, be curious.

CORE SKILLS AND ABILITIES

- Project management and presentation building.
- Specializing in various needlework techniques such as: thread embroidery, ribbon embroidery, beading, sequins, chenille, cutwork, studding, leather (patchworking, embossing), applique, quilting, battenberg lace, soutache/dori/couching embroidery, chemical lace and mixing multiple embellishment methods together.
- Designing embroidery and embellishment layouts using digital files and hand-embroidered swatches.
- Adobe Photoshop, Adobe Illustrator, Procreate, Figma, Pixelmator Pro
- AI tools proficiency (MidJourney, Chat GPT, Dall-E, Flux)
- Dying: tie-dye, shibori, marbling, cold, hot, natural, synthetic.
- Screen printing.
- Fashion illustration.
- Knitting: hand, crochet.
- Technical drawing. CADs

EDUCATION

Diploma Haute Couture Embroidery
(tambour needle embroidery)
Hand & Lock, 2018

Bachelor of Arts in Fashion Design
Shenkar College of Design, 2016
Honors Student

ACHIEVEMENTS

- 2016 - Honors graduate class 2016.
- 2015 - Certificate of academic excellence.
- 2015 - Azrieli Design Award for academic achievements.
- 2014 - Certificate of academic excellence.
- 2014 - Next Generation Design Award in Women's Fashion for Academic achievements.

SHAYNA MYHILL

Fashion & Textiles Embroidery Designer

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Experience

Freelance • Lisbon, Portugal

December 22 - Present

Fashion & Textile Embroidery Designer

- Create original embroidery and embellishment artwork across dresses, outerwear, woven tops, knit tops, skirts, and graphics for URBN INC.
- Hand-embellish swatches for high-impact presentations and vendor packages for URBN INC.
- Develop seasonal embroidery presentations and trend forecasts, shaping the creative direction for future embellishment strategies for URBN INC.
- Designed and hand-embroidered bespoke bridal gowns and accessories for individual clients.
- Designed and constructed a custom gown from 18k gold in collaboration with Yvel Jewelry.

Free People • Philadelphia, PA

April 2021 - December 2022

Embroidery & Embellishment Associate Designer

- Designed distinctive embroidery and embellishment artwork across multiple categories, including party wear, outerwear, day dresses, woven tops, knit tops, bottoms, denim, intimates, loungewear, sweaters, and activewear.
- Developed high-end designs that outperformed company-wide top sellers, achieving a price increase of 380% to 620% above the brand's average best-selling price range.
- Initiated and led presentations for the textiles department, overseeing the embellishment, graphics, print, and color teams in creating textile developments aligned with seasonal trend forecasts.

Embroidery & Embellishment Assistant Designer

April 2019 - April 2021

- Handcrafted swatches and unique embroidery techniques to guide production and elevate design quality.
- Built and streamlined the corporate digital archive for embroidery and embellishment artwork.
- Collaborated closely with the High Average Unit Retail(AUR) team to expand the brand's higher price range category, establishing a distinct visual language that resulted in company-wide top-sellers.

Embroidery & Embellishment Assistant Designer

October 2017 - April 2019

- Collaborated alongside with Woven Tops, Intimates, Dresses, Lounge and Wholesale teams to develop top-selling designs while maintaining alignment with strict cost parameters.
- Hand-embroidered swatches to explore and refine unique techniques for vendor production.
- Prepared design packages and liaised with vendors to ensure adherence to design standards and quality assurance.

Marchesa • New York City, NY

January 2017 - May 2017

Couture Embroidery Intern

- Refined artwork design placement for custom gowns and veils based on clients requirements.
- Hand-embroidered multiple development swatches featured in NYFW AW 2017.
- Provided hand-sewing support for high-profile events, including NYFW AW17, Bridal 2017, Oscars 2017, and the Met Gala 2017.
- Graded embroidery designs for production and assembled vendor packages for the Marchesa NOTTE line.

Markus Lupfer • London, UK

July 2015 - September 2015

Studio Intern

- Contributed to the hand-embellishment of presentation pieces for SS 2016.
- Organized, prepared, and cut materials for the sample maker, maintaining workflow efficiency.
- Developed detailed CADs and technical flats for production, supporting seamless communication between design and manufacturing.